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GM Names Svoboda To News Post Here

DETROIT, Sept. 8.—Three appointments in the General Motors public relations staff, effective Oct. 1, were announced today by Anthony G. De Lorenzo, vice president in charge of the staff.

Warren R. Jollymore will become assistant manager of General Motors' Washington, D. C., office.

Richard C. Kopke, who has been an assistant in GM's Washington office since 1960, has been assigned editorial planning and writing responsibilities in the communications section in Detroit.

Paul E. Svoboda will succeed Mr. Jollymore as manager of new relations in New York City.

Mr. Jollymore joined General Motors in 1953 after several years on the editorial staff of the Wisconsin State Journal at Madison. He has been New York new relations manager since 1959. His previous GM experience included service as director of public relations for Cadillac Motor Car Division from 1956 to 1958.

Mr. Kopke joined General Motors in 1955 after serving on the editorial staffs of several newspapers in New York State, including the Massena Observer, Ogdensburg Journal, Syracuse Herald-Journal and Buffalo, Courier-Express. He



PAUL SVOBODA

was GM's regional public relations manager at Buffalo from 1956 to 1958.

Mr. Svoboda has been a member of the Detroit News relations section since joining General Motors in 1956. He formerly was with United Press International, which he served in various capacities, including bureau manager at Springfield, Ill.; Michigan manager at Detroit and midwest business manager at Chicago.